State of Iowa IT Project Request # 10

Teen Driver Mobile App/Parent Portal

Department of Transportation

Information Technology Division

Paul Varnum

(515) 239-1110

Paul.Varnum@dot.iowa.gov

May 17th, 2013

Document Purpose: This document is to be completed when there is an identified need and tentative plan to initiate a project. Funding may not have been identified for the project yet (seeking IOWAccess funding, waiting on legislative decision or grant award). The Project Request is submitted to the TCC IPSC to gain support for the project and identify if there are existing applications or application components that can leveraged for the proposed project. This document is intended to answer high level questions about the project as details about total cost, timeframe and quantified benefits are not known as this document is expected to be completed during project planning. Submit this document to: xxxxx@iowa.gov TCC approval of this document results in the permission to proceed with project planning. Agency may be directed to complete the Project Execution Request before issuing an RFP or beginning internal development work.

Project Name: _____ Teen Driver Mobile App/Parent Portal_____

Problem Statement:

Text messaging has become the primary way that teens reach their friends, surpassing face-to-face contact, email, instant messaging and voice calling as the go-to daily communication tool for this age group. (source: Pew Research).   Because of this, teens texting while driving is a growing problem. Of all cell phone related tasks - including talking, dialing, or reaching for the phone - texting while driving is the most dangerous. Teen drivers are four times more likely than adults to get into car crashes or near crash events directly related to talking on a cell phone or texting. (source: Virginia Tech Transportation Institute).

The number of teenagers carrying smart phones are also increasing. In 2012, 37% of United States residents ages 12-17 carry smart phones, up from 23% in 2011 (source: Pew Research). Smart phones applications today can have some amazing capabilities, including the ability to block incoming texts and phone calls, automatically responds to incoming phone calls and texts, detect motion, detect Bluetooth connection, detect speed, and detect sudden stops.

There is a need at the Department of Transportation to create a mobile application that is targeted at Iowa teen drivers. This application should use the capabilities of a smart phone to help teens become safer, and therefore better drivers. This application will be paired with a DOT branded "Parent's Portal" that will be used by teen driver parents to monitor their teen's driver behavior.

Project Description:

The purpose of this project is to create a custom, DOT branded mobile application that will monitor the driving habits of Iowa teen drivers. This application will leverage the capabilities of the smart phone to block incoming calls and texts while the phone is in motion, monitor phone speed as compared to posted speed limits, and upload completed trips for later viewing in the parent portal. The Parent portal portion of the application will be used to establish monitored drivers, and view the trips of those drivers after trips have been completed. Also as a result of this project, the DOT will receive a sanitized database of teen driver behavior that will be used for analysis purposes.

Benefits Summary

The primary benefit will be reduced vehicle accidents, injuries, and fatalities caused by distracted driving. This will be measured from accident statistics collected by the Department. The customers of this project are the drivers and passengers in the State of Iowa. They will benefit by from reduced vehicle accidents, injuries, and fatalities caused by distracted driving.

Project Type: Maintenance _____   New __X___   Multi-phased _____

External/Internal Urgency: Are there any funding/legislative deadlines that impact this request? Are there organizational/staffing changes impacting the request?

No.

Funding Summary

Estimated total Project Costs:

Under 50k _____   50 to 100k __X__   100-500k _____   500k to 2 million _____

 2M to 5M _____   Over 5M _____   Unknown _____

Funding Source:

The funding for this application will come from federal safety funds.

Project Sustainability:

Ongoing support and maintenance of the mobile application and parent portal will be provided by the vendor.

Risk Assessment

[*Describe specific risks and how they will impact the project. How will these be mitigated?*]

Any risks associated with this project will be confined to vendor non-performance of any of the items in the statement of work negotiated with the selected vendor. Risks will be mitigated by having a well-defined statement of work, and holding the vendor responsible for all items in that statement of work.

Recommendation of the State CIO to the DAS Director:

Authorize this IT procurement   Yes _X_   No ___

Alternatives suggested by the State CIO

   (see comments below)   Yes ___   No _X_

Additional comments from the State CIO:

   TEC recommends approval, CIO subsequently approved.

DAS Director's action:

Authorize this IT procurement   Yes _X_   No ___

DAS Director's signature and date:

   The above IT procurement concept approved by Director Carroll on __6/14/13__

Comments: **None.**